

Google Business Profile Checklist

Before you start: take a GeoGrid scan, snapshot your top 3 competitors, export 3 months of Performance data.

Big big ranking impact **Med** medium **Small** small **Risk** suspension risk

1. Ownership & security

- ☐ Profile is verified **Big**
- ☐ Primary owner is a business-controlled Google account **Big**
- ☐ 2-Step Verification on for all owners and managers **Big**
- ☐ Agencies have Manager access, not ownership **Med**
- ☐ Ex-staff and old agencies removed **Med**
- ☐ Only one profile per location (no duplicates) **Risk**

2. Core business info

- ☐ Name matches signage exactly, no added keywords **Big Risk**
- ☐ Most specific primary category for your main service **Big**
- ☐ Secondary categories cover real services only **Big**
- ☐ Storefront shows staffed address; SAB hides it **Big**
- ☐ Map pin sits on your actual entrance **Big**
- ☐ Service areas are where you really work (~2 hrs max) **Risk**
- ☐ Regular hours are accurate **Big**
- ☐ Holiday and special hours set in advance **Big**
- ☐ Local main phone number you control **Med**
- ☐ Website link goes to best-matching page, with UTM tags **Med**
- ☐ Opening date filled in **Small**

3. Services & attributes

- ☐ All relevant predefined services ticked **Big**
- ☐ Custom services added in customers' words **Big**
- ☐ Short, factual description for each service **Small**
- ☐ Products added if your category supports them **Small**
- ☐ Every true attribute selected **Med**

4. Description

- ☐ Says what, who, where and why in the first 2 sentences **Small**
- ☐ No links, phone numbers, prices or keyword lists **Risk**

Upkeep

Weekly: reply to reviews · check Google updates · send review requests

Monthly: 1 post · 2-3 photos · GeoGrid scan · Performance check · AI questions

Quarterly: re-check categories and services · remove old users · check NAP · set holiday hours

5. Photos & videos

- ☐ Logo and cover photo checked on mobile **Med**
- ☐ 3+ each of exterior, interior, team and work photos **Med**
- ☐ All real: no stock or AI-generated images **Med Risk**
- ☐ JPG/PNG, 10 KB to 5 MB, ~720 px or larger **Small**
- ☐ 1-2 short videos of real work **Small**
- ☐ 2-3 new photos added every month **Small**

6. Reviews

- ☐ Review link and QR code work on mobile **Big**
- ☐ Every customer asked the same way, at the same moment **Big**
- ☐ New reviews every month, not in bursts **Big**
- ☐ Reply to every review within a few days **Med**
- ☐ Replies sound human, no keyword stuffing **Small**
- ☐ No incentives, gating, or staff/family reviews **Risk**
- ☐ Fake or policy-breaking reviews flagged **Small**

7. Posts & features

- ☐ A useful post every 1-2 weeks, with real photo + button **Small**
- ☐ Booking link added if you take bookings **Small**
- ☐ Messaging on only if someone answers fast **Small**
- ☐ Social profile links added **Small**
- ☐ Common questions answered on your site and services **Med**

8. Landing page

- ☐ Same name, address and phone in plain text **Big**
- ☐ Title tag and H1 include service + city **Big**
- ☐ LocalBusiness schema matches your profile **Med**
- ☐ Call and booking buttons work in one tap **Med**

9. Protection

- ☐ Check for Google updates weekly; reject wrong edits **Med**
- ☐ Report spam competitors (fake names, addresses) **Med**
- ☐ Team knows Google never charges or asks for codes by phone **Risk**

10. AI search

- ☐ Monthly: ask Maps, ChatGPT and Gemini about you **Med**
- ☐ Name, address, phone match on major directories **Med**